

ORDER



Orders
Order / Rev: 703937 - 1
Alt Order #: 6259807
Product Desc: NELSON FOR SENATE
Estimate: 542
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/01/12 / 08/08/12
Order Type: Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

WTLV-TV

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Nelson, B/ DSCC/ D/Sen/FL
Demographic: A25-54
Product Codes: PL-US Senate
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	22	\$18,045.00	\$15,338.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	22	\$18,045.00	\$15,338.25	0.00
Totals	22	\$18,045.00	\$15,338.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	45%	\$18,045.00
Market	100%	\$40,100.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	3%	\$1,203.00
WCWJ	0%	\$0.00
WJXT	27%	\$10,827.00
WJXX	6%	\$2,406.00
WTEV	19%	\$7,619.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WTLV	08/08/12	08/10/12	Olympics Weekday DT	CM	Olympics Weekday	--WTF--	:30	6	\$425.00	P-1	0.00	NM	2	\$850.00
Olympics Weekday DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--					6	\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WTLV	08/06/12-08/12/12		Olympics Weekday DT		Olympics Weekd:	--WThF----	:30		(\$425.00)		0.00	NM		
Credited															
2	WTLV	08/06/12-08/12/12		Olympics Weekday DT		Olympics Weekd:	--WThF----	:30		(\$425.00)		0.00	NM		
Credited															
3	WTLV	08/06/12-08/12/12		Olympics Weekday DT		Olympics Weekd:	--WThF----	:30		(\$425.00)		0.00	NM		
Credited															
4	WTLV	08/06/12-08/12/12		Olympics Weekday DT		Olympics Weekd:	--WThF----	:30		(\$425.00)		0.00	NM		

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Jeff Scattergood,

being/on behalf of: Bill Nelson / DSCC, a legally

qualified candidate of the Democratic political

party for the office of: United States Senate

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Bill Nelson for Senate / DSCC

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:


PEGGY GAGNON

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Date


Signature

To Be Signed By Station Representative

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

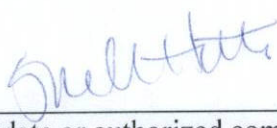
I, Bill Nelson for Senate / DSCC
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Jeff Scattergood

printed name

date